

Message Text

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PAGE 01 OSLO 04015 190656Z

21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 033305

R 181552Z SEP 75
FM AMEMBASSY OSLO
TO AMEMBASSY STOCKHOLM
AMEMBASSY HELSINKI
AMEMBASSY COPENHAGEN
INFO SECSTATE WASHDC 445
USDOC WASHDC

UNCLAS OSLO 4015

FOR COMMERCIAL ATTACHE

E.O. 11652: N/A
TAGS: NO DA DI SW BTRA BEXP
SUBJ: FOREIGN BUYERS GROUP - CONSUMER GOODS - NORWAY, SWEDEN
FINLAND, DENMARK

1. INTERESTING POSSIBILITY OF FOUR-NATION FOREIGN BUYERS
GROUP FOR CONSUMER GOODS HAS ARISEN.

2. PURSUANT TO OUR FY '76 COUNTRY COMMERCIAL PROGRAM, WE
HAVE BEGUN ORGANIZING AN FBG FOR JANUARY 9-17, 1976,
IN COOPERATION WITH PANAM, THE CONSULTING FIRM ASBJORN
HABBERSTAD A/S AND TOUR OPERATOR WINGE TRAVEL AGENCY.

3. FBG TO INCLUDE IMPORTERS, WHOLESALERS, DEPARTMENT AND
CHAIN STORE BUYERS, AND AGENTS HANDLING PRODUCTS IN
THE CONSUMER FIELD. VISIT TO CONCENTRATE ON TWO SHOWS
IN CHICAGO: NATIONAL HOUSEWARES EXPOSITION, AND TRANSWORLD
HOUSEWARE A D VARIETY EXPOSITION. GROUP TO BE ACCOMPANIED
BY FSL CAMPAIGN MANAGER AND CONSULTANT FROM ASBJORN
HABBERSTAD.

4. HABBERSTAD OFFICER T. TORGERSEN IS KNOWLEDGEABLE
ON SUBJECT AND BELIEVES PROSPECTS ARE GOOD FOR
RECURITING 20-30 MEMBER FBG FROM SWEDEN, FINLAND, DENMARK
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AND NORWAY COMBINED. HE WIL WORK THROUGH HABBERSTAD'S

SUBSIDIARIES IN STOCKHOLM, GOTHENBURG, HELSINKI AND COPENHAGEN TO RECRUIT IN THEIR COUNTRIES.

5. AT OUR SUGGESTION, HABBERSTAD BRANCH OFFICERS WILL CALL ON YOU TO DISCUSS PROGRAM. WE SAID YOU WOULD WANT TO HELP BUT WE DID NOT SPECIFY EXTENT OR NATURE OF HELP. WE HOPE YOU MIGHT AT LEAST ENDORSE THE PROGRAM, AND GIVE FURTHER SUPPORT AS YOUR RESOURCES AND CCP PERMIT. MENTION IN COMMERCIAL NEWSLETTERS WOULD BE HELPFUL. WE HAVE EMPHASIZED IMPORTANCE OF BUYERS UNDERSTANDING THAT ANY PRODUCT ORDERS PLACED MUST BE FOR SUBSTANTIAL QUANTITIES TO MAKE THEIR BUSINESS WORTHWHILE TO US SUPPLIERS.

6. WE HAVE FILM ON FBG PROGRAM "MARKETPLACE USA" AND HAVE REQUESTED SLIDES AND RELATED MATERIAL ON MERCHANDISE MART FOR A RECRUITING MEETING AT EMBASSY. WILL GLADLY LEND.
BYRNE

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NNN

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TAGS: BTRA, BEXP, NO, FI, DA, SW
To: STOCKHOLM COPENHAGEN
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